

## Message Text

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ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W  
-----220525Z 043962 /20

R 210931Z APR 77  
FM AMEMBASSY BANGKOK  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1371

UNCLAS BANGKOK 8694

E.O. 11652: N/A  
TAGS: BEXP, TH  
SUBJ: WTDR/FTI

REF: USDOC 4808

1. THAILAND 2. CNTRY CODE: 549 3. SER.NO: NA
4. THAI HOME APPLIANCES CO., LTD.
- 4A. CODE: K
5. 72 RAJDDAMRI ROAD, P.O. BOX 1287
6. BANGKOK, THAILAND
7. ESTABL: 1970 8. EMPL: 22 9. SIZE: (21-X) SMALL
10. REPUTATION: (22-X) GOOD
11. SELLS ITS PRODUCTS IN THE FOLLOWING FOREIGN AREAS LISTED  
IN ORDER OF IMPORTANCE: LOCAL
12. RPT.DATE: 04/77
- 13A. 36300/135 IMP.AGT.RTR. OF HOUSEHOLD APPLIANCES
- 13B. 25120/045 MFR.RTR.EXP. OF WOOD FURNITURE
- 13C. 39140/0 RTR. OF STAINLESS STEEL TABLE COUNTERS
14. CONTACT: MR.CHIRAPOL KARNASUTA TITLE: MANAGING DIRECTOR
15. CABLE: ITALHOME 16. TELEX: NA 17. TEL. 252-4090
18. FINANCIAL REFS: THE CHARTERED BANK, SALADAENG CIRCLE,  
RAMA 4 ROAD, BANGKOK.
19. TRADE REFS: H.D. SHELDON CO., INC., 104 FIFTH AVENUE,  
NEW YORK, N.Y. 10011

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20. AGENCY REP: H.D. SHELDON CO., INC., 104 FIFTH AVE., NEW  
YORK, N.Y. 10011, COMMERCIAL KITCHEN EQUIPMENT, ACQ: 1970;  
ARTHUR MARTIN, 144 BLD. MALESHERBESS 75017, PARIS, FRANCE,  
DOMESTIC APPLIANCES, ACQ: 1970; L' AIR CONDITIONNE, 24 BD.  
DE LA REPUBLIQUE, 78-CHATOU, FRANCE, AIR-CONDITIONERS,  
ACQ: 1971; ELM. LE BLANCE, 123-125 RUE DIDEROT, 93 700  
DRANCY, FRANCE, WATER HEATERS, ACQ: 1971; SUNBEAM CORP. LTD.,

190-202 COWARD STREET, MASCOT N.S.W., AUSTRALIA 2020,  
SMALL APPLIANCES, ACQ: 1970.

21. SUBJECT FIRM WAS ESTABLISHED IN 1970 UNDER THE NAME OF ITALTHAI HOME APPLIANCES CO., LTD. AND LATER CHANGED INTO THE PRESENT NAME TO TAKE OVER THE ELECTRIC HOUSEHOLD APPLIANCES SECTION OF ITS PARENT FIRM, THE ITALTHAI INDUSTRIAL CO.,LTD. IT WAS REGISTERED AS A CORPORATION WITH AN AUTHORIZED CAPITAL OF US\$100,000 AND OPERATES AS IMPORTER AND RETAILER OF ELECTRICAL HOUSEHOLD APPLIANCES, MOSTLY IMPORTED FROM FRANCE. IT ALSO MANUFACTURES STAINLESS STEEL TABLE COUNTERS FOR LOCAL MARKETS AND EXPORTS WOODEN FURNITURE TO EUROPE. SUBJECT FIRM'S OFFICE AND SHOWROOM ARE LOCATED IN A LEASED BUILDING OF 300 SQ.METERS IN ONE OF BANGKOK'S BUSINESS AREA. IT HAS A LEASED WORKSHOP OF 300 SQ.METERS WITH A STORE ROOM OF 450 SQ. METERS IN A SUBURB OF BANGKOK. SUBJECT FIRM IS A MEMBER OF THE ITALTHAI GROUP WHICH INCLUDES THE ITALTHAI INDUSTRIAL CO., LTD. (WTDR 4/77 - AN IMPORTER AND DISTRIBUTOR OF HEAVY MACHINERY AND EQUIPMENT, INDUSTRIAL PRODUCTS, WINES AND SPIRITS); ITALIAN THAI DEVELOPMENT CORP. (A GENERAL CONTRACTING FIRM); NIPA LODGE CO., LTD. (HOTEL); SIAM HOTEL SYNDICATE; RINCOME HOTEL COMPANY; SAMILA HOTEL CO., LTD.; ORHCID LODGE CO., LTD.; SIAM BRICK PRODUCTS CO.,LTD.; WORLD PRESS CO.,LTD. (PUBLISHER OF BANGKOK WORLD); ITALTHAI GAS SERVICE CO.,LTD.; ITALTHAI FINANCE CORP.; ITALTHAI HOLDING CO.,LTD.; ALLIED NEWSPAPERS CO., LTD. (PUBLISHER OF BANGKOK POST); SIAM SIGHTSEEING CO.,LTD.; SIAM MACHINERY AND EQUIPMENT CO.,LTD.; TELEVISION RENTALS (THAILAND) LTD.; UNCLASSIFIED

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THAI-TRAC CO.,LTD. (WTDR 4/77 - SOLE AGENT OF FIAT-ALLIS CHALMERS FOR THAILAND) AND MEDICTHAI CO.,LTD. (AN IMPORTER AND DISTRIBUTOR OF MEDICAL INSTRUMENTS AND HOSPITAL EQUIPMENT). THAI HOME APPLIANCES HAS 22 EMPLOYEES INCLUDING 3 SALESMEN AND ITS TURNOVER IN 1976 WAS REPORTED TO BE US\$100,000. A LOCAL BANK REPORTS THAT THAI HOME APPLIANCES CO. HAS MAINTAINED A PROPERLY CONDUCTED ACCOUNT SINCE 1970; IT IS CONSIDERED TO BE A GOOD TRADE CONTACT FOR U.S. FIRMS.

22. PREPARED BY: SATHIT/SOMSAK APPROVED BY: JAMES H. SAVERY  
AT: AMEMBASSY BANGKOK  
WHITEHOUSE

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NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
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**Office:** ACTION EA  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
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